Marketing Strategies

1. Branding
   a. Choose a theme and color scheme that speaks to your overall message.
   b. Have a professional logo, letterhead, and format for your publications made.
      i. Fiverr.com; PeoplePerHour.com; Elance.com
      ii. Use your logo on all materials, presentations, gifts, and give-aways.

2. Signature line on email, iPhone, iPad/tablet should reflect your ideal client population.
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3. Medical and other Allied Health Professionals
   a. Letter to Medical doctors – check which ones are not on Medicaid.
   b. Get releases to call the client’s PCP, send records and keep her/him updated.
   c. Let your doctors know about your services.
   d. If you need a reliable referral resource, call the doctor and ask to come by for a brief introductory meeting.
   e. Offer in-services to the staff on specific mental health topics
   f. Ask the provider what services they need and provide it or an appropriate referral.
   g. Monthly lunch for the staff and holiday cards/tokens of appreciation.
   h. Send thank you notes and copies of psychological tests completed for the client.

4. Media (APA Code of Ethics [5.02 (b)] precludes psychologists from paying employees of the press for publicity).
   a. Have a media kit accessible on your website.
   b. Interviews on radio and television (get training & consider a PR firm).
   c. Articles – local, national, and trade publications.
   d. Press releases regarding your office and community events.
   e. Becoming a resource for the media
5. Online
   a. Website
      i. Think about SEOs and AdWords
   b. Social Media – sign up for all social media and use at least Facebook, Twitter, & LinkedIn
   c. Psychology Today, Find A Therapist

6. Create handouts regarding your topic and give to clients, referral sources, and community. Provide quality copies for your referrals resources to provide clients.

7. Publications
   a. Self publishing – ebooks and print copies (low/no cost)
   b. Mini books
   c. Writing blogs
   d. Peer reviewed (scholarly and magazines)

8. Community Outreach – Events where your client population attends (APA Code of Ethics [5.06] precludes psychologists from direct uninvited in-person solicitation of actual/potential therapy clients who are vulnerable to undue influence).
   a. PTA
   b. Festivals
   c. Free health screening events (focus on basic issues like stress management)

9. Join organizations in your target referral population and serve.

10. Speaking – paid and unpaid

11. Community Service
   a. Facilitating events such as a panel, board meeting, or neighborhood association conflict resolution session.